

Historic, Archive Document

Do not assume content reflects current scientific knowledge, policies, or practices.

1.9422
A2561
Reserve

UNITED STATES DEPARTMENT OF AGRICULTURE
Food Distribution Administration
Washington, D.C.

LIBRARY
RECEIVED
MAR 4 - 1943

U. S. Department of Agriculture

January 18, 1943

DIRECTOR'S MEMORANDUM NO. 7

Supplement B

Revision 1

Food Supply and Distribution

Effective immediately, the responsibility for coordinating the handling of complaints concerning inadequate supplies of foods as the result of dislocations in distribution is assigned to Mr. J. S. Russell, Deputy Director. Mr. Russell, who has general leadership in civilian supply matters under the newly aligned organization, will work with the commodity Branches and through the Regional Administrators and State and area committees in developing solutions for shortage situations.

This memorandum supersedes Administrator's Memorandum No. 7, Supplement B, AMA, temporarily designating Mr. Bartlett as coordinating officer in these matters.

Roy F. Hendrickson

DIRECTOR

UNITED STATES DEPARTMENT OF AGRICULTURE
Food Distribution Administration
Washington, D. C.

April 12, 1943

DIRECTOR'S MEMORANDUM NO. 7

Revision 1

State and Local Food Advisory Committees

The developments since the establishment of the temporary food shortage committees indicate a need for some clarification or reconsideration of the functions of these committees.

A telegram of January 7 from the Director to the regional administrators stated that the committees were to be used specifically for dealing with food shortages. Actually many of the committees have been most helpful in connection with a number of other problems. Now as we go further with the Food Distribution Administration program, questions have been raised as to what should be done with the committees. Suggestions have ranged all the way from complete abolition of these groups to expanding their functions to include practically every phase of the food program from production to rationing. To completely abolish the committees, when we have so many jobs to do which will require local cooperation, seems wrong particularly in light of the fact that they have done a good job. On the other hand, we could not assign responsibility to them that we do not have ourselves. Therefore the following decisions have been made for the continuation of the committees:

1. Change the name to "State Food Advisory Committee" or "Local Food Advisory Committee."
2. Change the membership by reducing, where possible, representation from the trade and adding consumer representation (housewives, consumers, or general public). In other words, tailor the committees so they will be fairly representative of the local area covered. Regional Administrators will have considerable latitude in deciding what representation is needed.
3. Recognize the committees as official civilian and trade group contact for FDA on general food policies at the local level.
4. The committees will remain under the direction of the regional administrator and will be available as need arises for all the branches.

Committees thus formed will be most helpful to the regional administrators on many problems. Some things they might do would be:

1. Handling shortages as long as the need exists.
2. Getting information widely disseminated on food orders. Sub-committees might prove useful, at the discretion of the regional administrators, to handle certain special phases.
3. Working with FDA on the promotion of the theatre project. They may become the sponsoring group for the project in local areas.
4. Working with FDA on the promotion of the Nutrition and Food conservation program.
5. Combatting black markets.
6. Working with the regional administrators in the over-all food program including a two-way exchange of ideas and information.

There are some 400 state and local committees now organized. All contact from Washington with these committees should be through the regional administrators. Branches wishing to utilize the committees should clear through Mr. Newell's office in the first instance.

Roy F. Hendrickson

Director

1. 7/1/43
A-2 Dbl

UNITED STATES DEPARTMENT OF AGRICULTURE
FOOD DISTRIBUTION ADMINISTRATION
Washington, D. C.

June 4, 1943

DIRECTOR'S MEMORANDUM NO. 7

SUPPLEMENT 1

Victory Food Program

LIBRARY
CURRENT SERIAL RECORD

AUG 7 - 1943

As the current growing and marketing season advances, it is apparent that growers may experience difficulty in moving certain products during periods when supplies are at their seasonal peak. This applies particularly to fresh vegetables.

In a press release issued May 15, the War Food Administration announced steps designed to help growers maintain favorable marketing conditions for their produce and provide for the most effective utilization of available supplies. One of the ways in which this will be done is by focusing trade and consumer attention on the particular product available in heavy supply.

In order to carry out this phase of the work, it will be necessary for us to draw on the experience and technique developed through last year's operation of the Victory Food Special program. This program served effectively as a means for encouraging wider commercial distribution and consumer use of farm products available in most abundant supply.

For the most part, it will be possible to deal with the problem of seasonal peaks solely through timely information to both the trade and consumers. This calls for advance reporting to the trade of the availability of peak supplies in producing areas, followed by information to consumers telling of the availability of the oncoming supplies in their markets.

In a few situations, when the total quantity of a particular commodity is exceptionally heavy, it will be necessary to assist in a more intensive way, employing the merchandising campaign technique developed last year through the Victory Food Special program.

On the basis of experience, we are now making some changes in this program insofar as designations are concerned. They are:

1. A commodity in extra heavy supply to be featured in a merchandising campaign under this program will be designated as a Victory Food Selection.
2. The designation of a Victory Food Selection may be made on an area, regional, or national basis.
3. Regional offices may recommend to the Marketing Reports Division in Washington the designation of a commodity as a Victory Food Selection for a specified period in a specified area of the region. Such a recommendation will be considered only if submitted with supporting information justifying the action. The Marketing Reports Division will in turn take up the recommendation with the appropriate branch for approval, modification, or other

action. If the recommendation in its original or modified form is approved by the commodity branch, the Marketing Reports Division will immediately notify the regional office. Upon receiving this notification, the Regional Director will formally designate the commodity as a Victory Food Selection for the specified period and area.

4. Designation of a commodity as a Victory Food Selection on a national basis or for an area extending beyond the boundary lines of any one region will be made by the Washington office. The Marketing Reports Division will notify the regional offices concerned when any such action is contemplated and request advice as to the appropriateness of the proposed designation, including timing and territory to be covered.

5. Since the designation of a commodity as a Victory Food Selection will be for a specified period, at least two weeks' notice must be given to the trade in advance of the beginning of the period. The objective is to allow the trade sufficient time in which to plan their merchandising and promotion, and do their heaviest buying of the commodity at the time when supplies are greatest in the producing sections.

6. Public announcement of the designation of a commodity as a Victory Food Selection will be made not more than one week in advance of the beginning of the merchandising period.

7. Any scheduled Victory Food Selection merchandising drive is to be called off if, prior to the public announcement of the designation, supplies of the commodity have been so reduced by adverse weather or other conditions as to make it difficult for the trade to obtain a reasonable volume necessary for the campaign period. Prompt notification to the trade of such action is essential.

Indiscriminate designation of Victory Food Selections can only impair the effectiveness of the program. We shall continue to restrict the designation to farm products that meet fairly rigid specifications. Among some of the questions to be answered in considering a specific commodity for designation are these:

1. Have producers or their representatives requested that the product under consideration be designated as a Victory Food Selection? In no case will the designation be made without consultation and advice from producers.

2. Does a careful analysis of production, distribution, and consumption data, with full provision for Government requirements for military, Lend-Lease, and other needs, give adequate assurance that the product actually is, or is expected to soon be, in abundant supply?

3. Does the product meet standards of nutrition and will it contribute to the well-being of those who use it?

4. Is the price likely to be at levels that will make the product reasonably attractive to consumers?

5. Will there be enough time before the harvesting peak to give fair notice to cooperating wholesalers and retailers in order that they may do

their buying in anticipation of the merchandising drive, and plan their advertising and promotion?

6. Is the area of distribution of the commodity large enough to make an effective drive possible and practical? Should drive be on a national, regional, or area basis?

7. Is this the commodity to be designated or is there another more in need of special attention?

Last year this merchandising program received excellent support from producers, trade groups, the press and radio, advertising people, and various Federal and State agencies. Consumers have shown, by their response, strong acceptance of the program. So, in those cases where an intensive merchandising drive is needed this year, it is up to us to conduct the program in such a way so as to merit even greater cooperation from all interested groups.

Roy F. Hendrickson
Director

UNITED STATES DEPARTMENT OF AGRICULTURE
Food Distribution Administration
Washington, D. C.

June 4, 1943

DIRECTOR'S MEMORANDUM NO. 27

Supplement 1

Revision 1

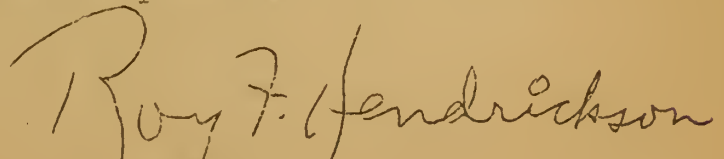
Inter-Program Sales and Direct Sales

This memorandum supersedes Director's Memorandum No. 27, Supplement 1, dated February 3, 1943. Hereafter inter-program sales and direct sales shall be handled as follows:

1. Sales of commodities between programs shall no longer be documented by means of contracts. Signed copies of commodity receipts issued by the Transportation and Warehousing Branch will constitute sufficient authority to effect transfers of funds.
2. Direct sales by GCP or other stockpile programs to Army, Navy, British Colonial Supply Mission, Rubber Reserve, or other governmental agencies shall continue to be documented by means of contracts. Such contracts shall be drafted by Program Liaison after obtaining the concurrence of commodity branches concerned.
3. Direct sales by GCP or other stockpile program to commercial vendors shall be negotiated and contracts prepared by the commodity branch concerned.

Requisitions from the American Red Cross preceded by the letter "G" are classified as inter-program sales between GCP and the Section 40 Program (currently J-58a). Documentation of such sales is therefore prescribed in Paragraph (1) above. Red Cross requisitions preceded by the letters "J" and "K", however, are direct sales by GCP; contracts for such sales will be prepared by Program Liaison as prescribed in Paragraph (2) above.

4. Contract numbers for sales as outlined in Paragraphs (2) and (3) are those of the program making the sale. Distribution of such contracts is the same as for contracts of purchase.


Director

UNITED STATES DEPARTMENT OF AGRICULTURE
Food Distribution Administration
Washington, D. C.


June 4, 1943

DIRECTOR'S MEMORANDUM NO. 50

Supplement 1

Procedure for Reviewing Army-Navy "E" Nominations

Director's Memorandum No. 50 stipulates that a Special Awards Committee shall review all nominations for the Army-Navy "E". Because of the pressure of work, this procedure has been revised as follows: After nominations have been approved by the Chief of the Processors Branch, they shall be routed through Deputy Director E. A. Meyer to the Director for final decision. The letter of nomination will be prepared for the Director's signature in the Processors Branch.


Director

1. 7422
A 2 D 61

WAR FOOD ADMINISTRATION
Office of Distribution
Washington 25, D. C.

July 12, 1944

Director's Memorandum No. 7

Revision 2

Cop 3

Food Distribution Advisory Committees

District and local Food Distribution Advisory Committees are necessary to secure the effective cooperation and assistance of both food distributors and the public in the solution of wartime distribution problems.

In order to accomplish this objective, we are reconstituting existing food advisory committees as follows:

1. Responsibility for Committee Programs. Responsibility for the direction of Food Distribution Advisory Committee programs in the field is vested in the Civilian Food Requirements Branch. Responsibility for the organization of District and Local Food Advisory Committees is vested in the Regional Director. Branches and Divisions within the Office of Distribution desiring to utilize the services of these Committees shall do so through the Civilian Food Requirements Branch.
2. Membership. District and Local Food Distribution Advisory Committees shall be composed of various categories of food distributors, such as wholesalers, retailers, food brokers, wholesale meat distributors, fruit and vegetable distributors, dairy products distributors, bakers, restaurant and hotel operators. Regional Directors, in consultation with the Washington Branch, may enlarge the representation of these committees. In general, the committee should be broad enough in membership to be representative of the food distribution trade.
3. District and Local Food Distribution Advisory Committees. Existing State and local food advisory committees, as mentioned in Director's Memorandum No. 7, Revision 1, shall be renamed District and Local Food Distribution Advisory Committees.
4. Specific Programs. An immediate continuing program for committees is being submitted in a Branch memorandum by the Civilian Food Requirements Branch. This will include securing from committees information to assist in formulating our monthly recommendations to OPA on point value changes, securing information monthly on critical food distribution problems and assisting in their solution, stimulating merchandising and consumption of foods in relative abundance and in general to assist in creating a more widespread understanding of food distribution problems.

An accelerated committee program will aid in bringing about a closer and more cooperative relationship between Government and the food distribution trades. This will do much to promote a better understanding of the aims and objectives of the War Food program.

This memorandum supersedes Director's Memorandum No. 7, Revision 1, and any other Director's memorandum which may be in conflict with this memorandum.


Director

INDEX ENTRY:

Committees:

District and Local Food Distribution Advisory Committees

B-529

119422

A2761

Reserve

WAR FOOD ADMINISTRATION
Office of Distribution
Washington 25, D. C.

November 30, 1944

DIRECTOR'S MEMORANDUM NO. 7

Supplement 2

Increasing Consumption of Abundant FoodsLIBRARY
CURN OF SPECIAL RECORD

☆ JAN 13 1945

I GENERAL

The OD has used various programs in the past three years to focus trade and consumer attention on the plentiful foods to aid in obtaining their most effective use, thereby avoiding waste, assuring more adequate diets, and improving the farmer's markets. These have included the Victory Food Programs, the No-Point--Low-Point promotion, and special consumption drives. There will continue to be periodic market surpluses, at least seasonally and locally in years of favorable weather and crop conditions. An oversupply of some commodities may occur during seasonal marketing peaks even when the annual production is insufficient to meet requirements. The techniques developed through the programs of the past three years should continue to be used, fully and wisely, consistent with the seriousness of the supply situation.

II PROGRAM OPERATION

The Marketing Reports Division will have primary responsibility for planning, announcing, and directing such programs.

A National and Interregional Programs -

1 Officials of interested commodity branches, the Civilian Food Requirements Branch, or the Marketing Reports Division may recommend to the Chief of the Marketing Reports Division programs for focusing trade and consumer attention on any abundant commodity.

2 The Chief of the Marketing Reports Division will call a meeting with the officials of the appropriate commodity branch, of the Civilian Food Requirements Branch, and of any other affected branches, to decide jointly whether a program should be launched, and, if so, the approximate timing and the relative emphasis to be given it.

3 If the program is approved, it also will be the responsibility of the Marketing Reports Division to prepare and distribute necessary information and educational material, and to solicit cooperation from interested branches and other Federal and State agencies.

B Regional Programs -

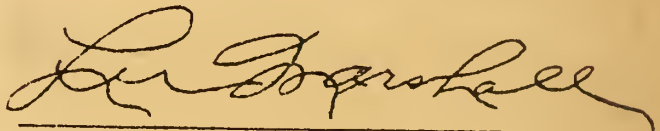
1 Regional, district, or field officials may recommend regional, state-wide or district programs to the Regional Chief of the Marketing Reports Division who will call a meeting of other interested regional and field officials to determine jointly whether a program should be launched.

2 The Regional Chief of the Marketing Reports Division will submit the recommended program to the Marketing Reports Division in Washington for any further coordination and approval. After approval is obtained, the Regional Marketing Reports Division will be responsible for conducting the program and reporting current activities and results to its Washington Division which will relay such information to the Civilian Food Requirements Branch and appropriate commodity branches.

III CONTINUING RESPONSIBILITIES

Nothing in this memorandum shall be construed to affect or alter the responsibility of the Civilian Food Requirements Branch in its relationship with local, district, and national Food Distribution Advisory Committees, and the distributive trades, or to affect the commodity management responsibility of the commodity branches.

Director's Memorandum No. 7, Supplement 1, is superseded and is to be removed from all manuals.



Director

INDEX ENTRY:

Civilian Programs

Abundant Foods, Increasing Consumption